

**Subject:** oBAMA  
**From:** Lisa Carter <lcarter@sbgnet.com>  
**Date:** Fri, 31 Aug 2012 14:36:09 -0400  
**To:** Jonathan Vitti <jonathan.vitti@msmtvsales.com>  
**CC:** Matthew Bowman <mkbbowman@sbgnet.com>

Sending this way with clear rates, etc....

hdl # 9797463 (wmyv) C# 136066  
this offer will stay the same as sent over to you guys on v.4 8/23

hdl # 9797047 (wxlv) C# 1362210  
this pertains to v.2 sent on 8/28  
line 2 - programming is "the doctors"  
line # 5 - 3x are n/a - will need \$40/ea to clear  
line # 7- line is n/a - will need \$40/ea to clear  
line # 8 - line is n/a - will need \$100/ea to clear  
line # 9 - programming is "anderson cooper"  
line # 10 - programming is "ricki lake"  
line # 11 - is n/a - will need \$180/ea to clear  
line # 12 - 1x is n/a - will need \$110 to clear  
line # 13 - is n/a due to college football  
line # 15 - programming is "cma music festival:night to rock" - will need \$600 to clear  
line # 16 - programming is "the middle/last man standing" - rate of \$900 is good  
line # 17 - was able to get in - nothing needs to be done to this line  
line # 18 - programming is scandal - rate of \$785 is good  
line # 19 - programming is revenge - rate of \$785 is good  
line # 22 - just a tp chg to 1202-108m

Thanks

Rep Order# 9797047 Ver# 2 Status Returned Traffic Order# 1362210  
EC'd Yes

Printed: 08/28/2012 4:10 PM  
Last Received: 08/17/2012 1:40 PM  
Showing Buylines: Last Sta Revised Lines

1 of 3

Station WXL-TV GREENSBORO/W SALEM  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA  
Estimate# 1536  
Buyer Laura Bassett  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/PZ/E 95101/1536  
Flight Dates 09/05/2012 - 09/17/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

— CONTRACT COMMENT —

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

— REMARKS —

pls see lines 2,9,10,18 & 19 for prg chgs  
pls see line # 22 for tp chg  
pls see lines 5,7,8,11,12,13,15,16 & 17 for n/a's.  
1st is off  
sat 9/15  
12-330P 2x \$425/ea (College football)  
330-7P 1x \$480 (College football)  
8-1130P 2x \$800/ea (College football)  
pls advise/revise asap.  
tks

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*2	W-F,M	09/12-09/17	9A-10A	JUDGE MATHIS	2	.30	\$20.00	4	1	\$80.00
		Station Remark.	V2	correct programming is 'the doctors'						
*2		09/16-09/16	11A-12P	THIS WEEK → <i>to Clever</i>	.30	\$25.00		1	1	\$25.00
		Station Remark.	V2	3x are n/a oversold)						
*7	W-F,M	09/12-09/17	1P-2P	THE CHEW	.30	\$20.00	4	1	4	\$80.00
		Station Remark.	V2	this line is n/a (oversold)						
*8	W-F,M	09/12-09/17	2P-3P	GMA IN THE AFTERNOON <i>CH</i>	.30	\$20.00	4	1	4	\$80.00
		Station Remark.	V2	this line is n/a (oversold)						
*9	W-F,M	09/12-09/17	3P-4P	RICKI LAKE <i>CH</i>	.30	\$50.00	4	1	4	\$200.00
		Station Remark.	V2	correct programming is 'anderson cooper'						

Rep Order# 9797047 Ver# 2 Status Returned  
EC'd Yes Traffic Order# 1362210

Printed: 08/28/2012 4:10 PM  
Last Received: 08/17/2012 1:40 PM  
2 of 3

Showing Buylines: Last Sta Revised Lines  
Rep Firm ( ) WASHINGTON  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITI

Station WXLV-TV GREENSBOROW SALEM  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA  
Estimate# 1536  
Buyer Laura Bassett  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1536  
Flight Dates 09/05/2012 - 09/17/2012  
Hiatus Weeks

Salesperson Phone# 202-955-5342  
Salesperson FAX#

Line	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*10	W-F, M	09/12-09/17	5P-6P	DOCTORS V2 correct programming is 'ricki lake'	.30	\$25.00	4	1	4	\$100.00
*11	W-F, M	09/12-09/17	6P-630P	NEWS14 ABC45 V2 this line is n/a (oversold)	.30	\$45.00	5	1	5	\$225.00
*12	W-F, M	09/12-09/17	630P-7P	ABC WORLD NEWS Station Remark. V2 1x is n/a (oversold)	.30	\$55.00	5	1	5	\$275.00
*13	SA	09/15-09/15	6P-630P	HOLLYSCOOP Station Remark. V2 this line is n/a (frg chg)	.30	\$25.00	1	1	1	\$25.00
*15	M	09/17-09/17	8P-10P	DANCING WITH THE STARS 15 Station Remark. V2 this line is n/a (frg-chg)	30	\$800.00	1	1	1	\$800.00
*16	TU	09/11-09/11	8P-9P	DANCING W/T STARS RESULTS V2 this line is n/a (frg chg) Station Remark.	30	\$900.00	1	1	1	\$900.00
*17	TU	09/11-09/11	10P-11P	PRIVATE PRACTICE Station Remark. V2 this line is n/a (frg-chg)	.30	\$705.00	1	1	1	\$705.00
*18	TH	09/13-09/13	10P-11P	ROOKIE BLUE Station Remark. V2 correct programming is 'scandal'	.30	\$785.00	1	1	1	\$785.00
*19	SU	09/16-09/16	8P-9P	SECRET MILLIONAIRE Station Remark. V2 correct programming is 'revenge'	.30	\$785.00	1	1	1	\$785.00
*22	W-F, M	09/12-09/17	12A-1A	JIMMY KIMMEL Station Remark. V2 correct tp is 1202-108m	.30	\$5.00	4	1	4	\$20.00

Rep Order# 9797047 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 1362210  
Printed: 08/28/2012 4:10 PM  
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Showing Buylines: Last Sta Revised Lines  
3 of 3

Station WXLV-TV GREENSBORO/W SALEM  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA  
Estimate# 1536  
Buyer Laura Bassett  
Phone#  
Fax#

Report Totals. 41 / \$5,085.00

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/PZ/E 95/101/1536  
Flight Dates 09/05/2012 - 09/17/2012  
Hiatus Weeks

Rep Firm ( ) WASHINGTON  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

—SALES MONTHLY TOTALS—

Sep 12. 65 / \$5,700.00

Sales Totals. 65 / \$5,700.00

Station Totals. 65 / \$5,700.00

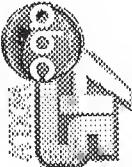
Lines not sent/rclcd/rtrn. 0 / \$0.00

—COMPETITIVE—

Market Totals \$71,250  
CABL 0%  
WGHP 28%

	UNKN	WBFX	WCWG	WFMY
WMTV	0%	0%	0%	3.0%
WUPN	3%	0%	31%	8%

Books null  
Demos RA35+



WXLV-TV  
3500 Meyer Lee Dr  
Winston Salem, NC 27101

## Contract # 1362210

Schedule Dates  
09/12/12-09/17/12

Date Entered 08/24/12  
Last Modified 08/27/12  
Entered By Lisa Carter

No CO-OP

Headline # ECR09797047

Demo A35+R

Order Type Normal

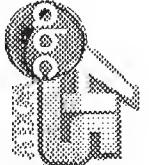
Package Deal

Commission % 15.00

Commission \$415.50

Net Total \$2,354.50

Sales Tax



WMLV-TV  
3500 Myer Lee Dr  
Winston Salem, NC 27101

Greer Margolis Mitchell, Burns &  
Associates-Washington  
1010 Wisconsin Ave NW  
Ste 800  
Washington, DC 20007

**Contract #** 1362210  
**Schedule Dates** 09/12/12-09/17/12  
**Advertiser** Obama for America (30051)  
**Agency** Greer Margolis Mitchell, Burns & Associates-Washi  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** OBAMA FOR AMERICA (187386)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** Bassett,Laura  
**Phone/Fax** /  
**CPE** 95/101/1536  
**Account Types** National/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** OBAMA FOR AMERICA  
 SHARE = 8%

Date Entered	08/24/12	By Broadcast Month	Spots	Rate
Last Modified	08/27/12	Entered By	Lisa Carter	
Entered By		No		
Headline #		CO-OP		
Demo		A35+R		
Order Type		Normal		
Package Deal				
Commission %	15.00			
Commission	\$415.50			
Net Total	\$2,354.50			
Sales Tax				

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / News (20)	09/12/12-09/17/12	3	:30	11:01P- News News 14 Carolina on ABC 45 at 11pm	1		2	1	1			5	\$40.00	\$200.00	Greensboro (WMLV)	NEWS14 ABC45	8/24/12	
12.0	Normal Line / SPOT (21)	09/12/12-09/17/12	3	:30	11:35P- ABC-Nightline	1		1	1	1			4	\$15.00	\$60.00	Greensboro (WMLV)	NITELINE	8/24/12	
13.0	Normal Line / SPOT (22)	09/12/12-09/17/12	3	:30	12:02-05A- ABC-Jimmy Kimmel Live	1		1	1	1			4	\$5.00	\$20.00	Greensboro (WMLV)	JIMMY KIMMEL	8/24/12	
14.0	Normal Line / SPOT (1)	09/17/12-09/17/12	3	:30	7A- ABC-Good Morning America	1							1	\$25.00	\$25.00	Greensboro (WMLV)	GOOD MORNING AMERICA	8/24/12	
15.0	Normal Line / Prime (19)	09/16/12-09/16/12	3	:30	8P- ABC-Revenge (Sunday)								1	\$785.00	\$785.00	Greensboro (WMLV)	REVENGE	8/24/12	
16.0	Normal Line / SPOT (5)	09/12/12-09/17/12	3	:30	10:58-2SA- ABC-The View								1	\$20.00	\$20.00	Greensboro (WMLV)	VIEW	8/24/12	
16.0.1	Closed Preempt (5)	09/17/12														Greensboro (WMLV)	Sold Out/Exception - Rate won't clear. matt		
16.0.2	Closed Preempt (5)	09/13/12														Greensboro (WMLV)	Pre-empt/Spot-HRA		
16.0.3	Closed Preempt (5)	09/14/12														Greensboro (WMLV)	Pre-empt/Spot-HRA		

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Rep,Order# 9797047 Ver# 1 Status New  
EC'd Yes

Traffic Order#  
130 - 210

Printed: 08/17/2012 1:37 PM  
Last Received: 08/17/2012 11:59 AM  
Showing Buylines: All Rep Revised Lines

1 of 4

5/2/2012

Station WXLV-TV GREENSBOROW SALEM  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA  
Estimate# 1536  
Buyer Laura Bassett  
Phone#  
Fax#

\*\*\*\*\* Contract Coversheet \*\*\*\*\*

Rep Firm ( ) WASHINGTON  
Sales Office ( ) JONATHAN VITTI  
Salesperson ( )  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

V.1 8/17

NEW POLITICAL ORDER. STARTS 9/12. TOTAL \$5700.

\*9/11 IS BLACKED OUT\* PLEASE NOTE- NEED MG OFFERS FOR SPOTS

ON LINES 16 & 17. PLS ADVISE. PLS CF- CHRISTINA FOR JON

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C 115  
12 - 330 P  
1K 410  
330 - 7P  
Y - 1130 P  
2K 800 / eL

Rep# Order# 9797047 Ver# 1 Status New  
EC'd Yes

Printed: 08/17/2012 1:37 PM  
Last Received: 08/17/2012 11:59 AM  
Showing Buylines: All Lines

2 of 4

Station WXLV-TV GREENSBORO/W SALEM  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA  
Estimate# 1536  
Buyer Laura Bassett  
Phone# Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/PZ/E 95/101/1536  
Flight Dates 09/05/2012 - 09/17/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

— CONTRACT COMMENT —

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	W-F, M	09/12-09/17	7A-9A	GOOD MORNING AMERICA	3	.30	\$25.00	5	1	\$125.00
2	W-F, M	09/12-09/17	9A-10A	JUDGE MATHIS	3	.30	\$20.00	4	1	\$80.00
3	SA	09/15-09/15	8A-9A	GOOD MORNING AMERICA WK	3	.30	\$10.00	1	1	\$10.00
4	SU	09/16-09/16	11A-12P	THIS WEEK	3	.30	\$25.00	1	1	\$25.00
5	W-F, M	09/12-09/17	11A-12P	VIEW	3	.30	\$20.00	4	1	\$80.00
6	W-F, M	09/12-09/17	12P-1P	MILLIONAIRE	3	.30	\$20.00	4	1	\$80.00
7	W-F, M	09/12-09/17	1P-2P	THE CHEW	3	.30	\$20.00	4	1	\$80.00
8	W-F, M	09/12-09/17	2P-3P	GMA IN THE AFTERNOON	3	.30	\$20.00	4	1	\$80.00
9	W-F, M	09/12-09/17	3P-4P	RICKI LAKE AND CO	3	.30	\$50.00	4	1	\$200.00
10	W-F, M	09/12-09/17	5P-6P	DOCTORS	3	.30	\$25.00	4	1	\$100.00
11	W-F, M	09/12-09/17	6P-630P	NEWS14 ABC45	3	.30	\$45.00	5	1	\$225.00
12	W-F, M	09/12-09/17	630P-7P	ABC WORLD NEWS	3	.30	\$55.00	5	1	\$275.00
13	SA	09/15-09/15	6P-630P	HOLLYSCOOP	3	.30	\$25.00	1	1	\$25.00

Rep Order#	9797047	Ver#	1	Status	New
EC'd	Yes				

Printed: 08/17/2012 1:37 PM  
Last Received: 08/17/2012 11:59 AM

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## Showing Rivalries: All Lines

**Station** WXLV-TV **GREENSBORO/W.SALEM**

Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA  
Estimate# 1536  
Agency C/P1/P2/E WASHINGTON, DC 20007  
95/10/15/36

Buyer	Laura Bassett
Phone#	
Fax#	
Flight Dates	09/05/2012 - 09/17/2012
Hiatus Weeks	

Program	Spots/Week	# of Weeks	Total Spots	Total Cost
Day	Time	Dates	Len.	Rate

2

14	SU	09/16-09/16	630P-7P	ABC WORLD NEWS	1	1	1	\$60.00
					.30	\$60.00		

15 M 09/17-09/17 8P-10P DANCING WITH THE STARS 15 -.30 \$800.00

16 TU 09/11-09/11 8P-9P DANCING W/T STARS RESULT  
Sales Remark. VI \*NEED MG- 9/11 IS BLACKED OUT

17 TU 09/11-09/11 1OP-11P PRIVATE PRACTICE .30 \$705.00

Sales Remark. V1 \*NEED MG- 9/11 IS BLACKED OUT

19 SU 09/16-09/16 8P-9P SECRET MILLIONAIRE

20	W-F, M	09/12-09/17	11B-1135P	NEWS14 ABC45	3	- 30	\$40.00	5	1	5	\$200.00
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21 W-F, M 09/12-09/17 1135P-  
1205A NITELINE 3

22	W-F, M	09/12-09/17	<u>12A-TA</u>	JIMMY KIMMEL	.30	\$5.00	4	1	4	\$20.00
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—REPORT TOTALS—

Report Totals. 65 / \$5,700.00

**—SALES MONTHLY TOTALS—**

Sep 12. 65 / \$5,700.00  
Sales Totals. 65 / \$5,700.00  
Station Totals. 65 / \$5,700.00  
Lines not sent/rclld/rtrn. 0 / \$0.00

Rep# Order# 9797047 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/17/2012 1:37 PM  
Last Received: 08/17/2012 11:59 AM  
Showing Buylines: All Lines

4 of 4

Station WXLV-TV GREENSBORO/W.SALEM  
Advertiser ( OBAMA FOR AMERICA  
Product 1536  
Estimate#  
Buyer Laura Bassett  
Phone#  
Fax#

Agency ( GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/PZ/E 95101/1536  
Flight Dates 09/05/2012 - 09/17/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

—COMPETITIVE—

Market Totals

\$71,250

CABL 0%  
WGHP 28%

UNKN 0%  
WMYV 3%  
WUPN 0%  
WXII 31%  
WXLV 8%

Books null  
Demos RA35+